

**15-DAY
FREE TRIAL**

Send No Money!

**RECEIVE BRAND NEW
"EXECUTIVE DEMONSTRATOR"
BY MAIL**

(NO REPRESENTATIVE WILL CALL)

it's here.....

THE WORLD'S LIGHTEST

WEIGHS LESS THAN 11½ OZS. COMPLETE

MOST COMPACT

SELF-POWERED, WITH BUILT-IN MICROPHONE/SPEAKER

MOST VERSATILE

DOES MORE AT LESS THAN HALF THE COST

EXECUTIVE RECORDER

New improved 1966 DeLuxe Model III
U. S. Patent #D-196.514

*say it here!**

*hear it here!**





INDISPENSABLE

SMALL* AS THE PALM OF YOUR HAND!

VERSATILE AS RECORDERS THREE TIMES
ITS SIZE OR TWICE ITS COST!

LIGHT AS THE MICROPHONE ALONE OF MOST
DICTATING MACHINES...LESS THAN 11½ OZS.!

MEMOCORD

U. S. Patents pending

THE PERSONAL EXEC

In your office MEMOCORD provides you with an infallible memory. Slip it unobtrusively into your pocket, hold it in your hand, place it on your desk. Whether you are attending a meeting or a business luncheon, you can always count on a complete true fidelity transcript of every word spoken. MEMOCORD will help reduce your long distance phone bills too. By "remembering" all of the details for you, MEMOCORD shortens toll calls; eliminates second calls for confirmation and the delays implicit in taking data in written form; lets you concentrate fully on the problem at hand.

In the field Engineers, consultants, sales executives, doctors, lawyers, educators, students, coaches,

reporters—all save precious time and money for themselves and their firms with MEMOCORD. Self-powered, uniquely compact, fuss-free MEMOCORD eliminates the time consuming drudgery of handwritten reports and memoranda...puts an end to on-the-road expenses for public stenography...insures that each field interview is covered accurately, fully, immediately.

Wherever you are Whether you are in the stock room taking inventory...in an airplane collating data from special source material...in the plant hearing reactions...in your car formulating a diagnosis or an argument...you will find MEMOCORD is the ideal short cut to efficiency. MEMOCORD is easier than writing, more accurate and so much faster!

MEMOCORD IS EVERYBODY'S PORTABLE

Via an accessory patch-cord, material can be re-recorded for transcription on all major makes of dictating machines.



* actual size



REVOLUTIONARY

MEMOCORD weighs less than 11½ ozs., the world's lightest executive recorder.

MEMOCORD measures only 11½ x 3½ x 4½ inches, the world's smallest executive recorder.

MEMOCORD will record up to one full hour on a single reel of tape.

MEMOCORD is completely self-contained (as shown) with built-in high quality microphone/speaker plus power supply consisting of 2 standard batteries.

MEMOCORD is completely transistorized for perfect audio quality, and trouble-free operation.

MEMOCORD is simple to operate. Only two push-buttons—red to record, white to listen.

EXECUTIVE RECORDER

MEMOCORD needs no external power source; uses no external wires.

MEMOCORD records magnetically on tape. Erase and reuse indefinitely. Tape is index-printed, eliminates need for separate indexing.

MEMOCORD TAPES are recorded in true voice fidelity, can be air mailed in standard #6 envelope.

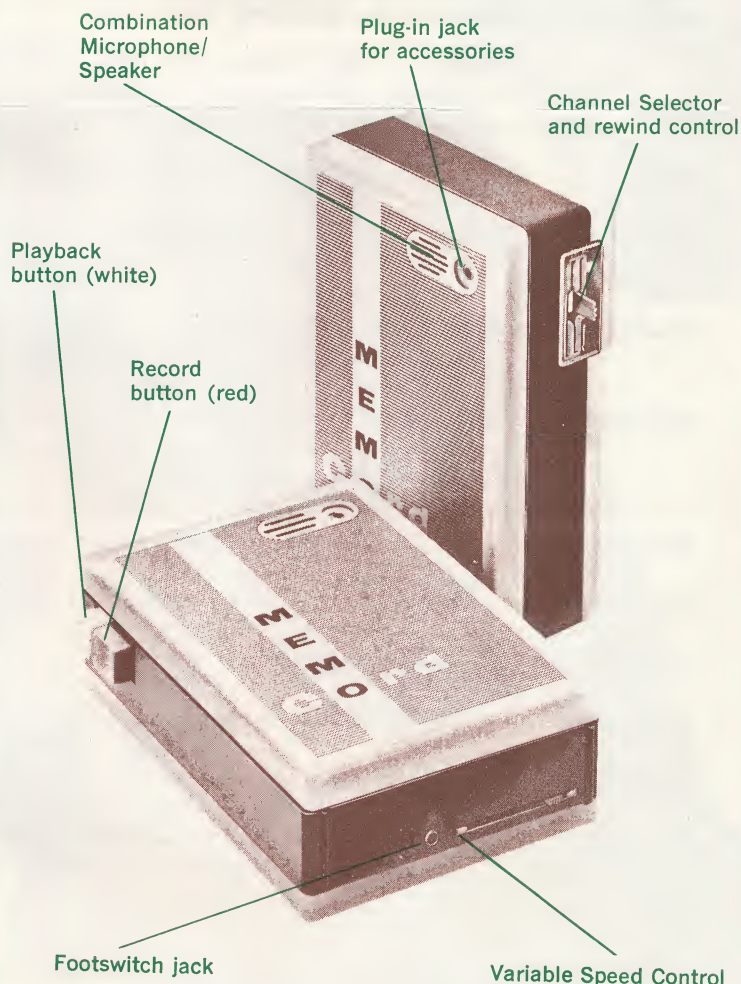
MEMOCORD has built-in speed control for best listening comfort.

MEMOCORD is built to take it, inside and out—Case is handsomely styled in black and gold high impact polystyrene.

MEMOCORD is designed for America's man-on-the-go and produced by West European craftsmen. Memocord is sold and serviced through its own National dealer organization. Memocord's operation is fully guaranteed and a special warranty accompanies every instrument.

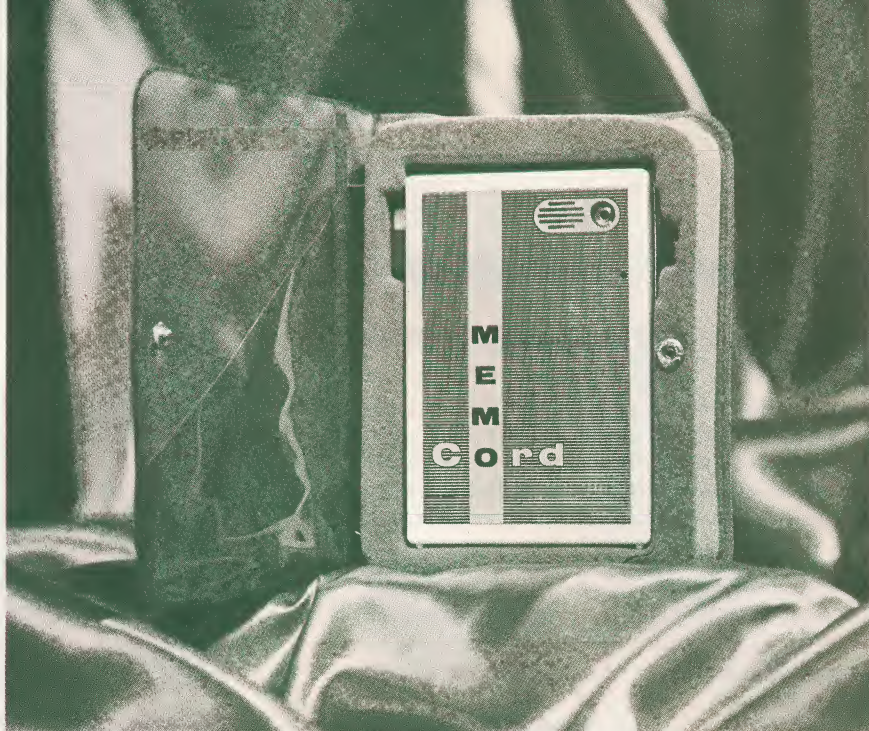
MEMOCORD'S price is absolutely without rival—less than half the cost of other portable executive recorders.

A brand-new
"executive demonstrator"
is now available to you
for a 15-day **FREE TRIAL**



New Improved 1966 DeLuxe Model III
U. S. Patent #D-196.514

Send no money now!
No purchase obligation
of any kind. If you
decide to keep your
MEMOCORD, the full
price is \$69.95 plus
small pstg.—hndlg.



MEMOCORD

Special bonus for payment with order.
FREE 3 year warranty and service policy plus
special free accessories. See enclosed order form.

MEMOCORD Model III FACT SHEET

- Size:** 4½ x 3⅛ x 1½ inches.
- Weight:** 11½ oz. complete with tape and batteries.
- Controls:** Two buttons — RED to record (momentary and locking); WHITE to listen.
- Recording Time:** One hour on magnetic tape. Can be replayed indefinitely or erased by making a new recording.
- Indexing:** Numbers (1-500) printed directly on tape for easy indexing. Extra tapes packed in protective containers mailable in regular small envelope.
- Batteries:** Two, standard size: one 9-volt and one 11½-volt.
- Microphone:** Built-in. No external wires.
- Speaker:** Built-in. No external wires.
- Electronics:** Printed circuit. Fully transistorized.
- Speed control:** Built-in, regulates playback.
- Operating Instructions:** A clear, easy-to-understand Instruction Manual covering operation of the Memocord is enclosed with each shipment.

Warranty

MEMOCORD is guaranteed to be free from defects in material and workmanship. Memocord Corporation agrees to remedy any such defect which may become evident under normal and proper use within 90 days from date of sale (registration of serial number).

MEMOCORD'S service policy further assures that any instrument — be it within the 90 days warranty period or thereafter — will be repaired within 10 days and returned to the owner, or another instrument will be sent in its place.

SEE
THREE-YEAR
WARRANTY
and
SERVICE POLICY

NORFOLK-HILL, LTD.

35 — 9th Avenue

NEW YORK 14, N. Y.



SEE OTHER SIDE
FOR DETAILS
ON HOW TO ORDER
YOUR MEMOCORD

*Mail this form tomorrow in the enclosed
postage free envelope
to insure prompt delivery*

15-DAY FREE TRIAL

No-Risk Executive Demonstration Certificate

MEMOCORD sent FREE for fifteen days use and inspection

Optional Accessories

Memocord is completely self-contained! It does *not require* the use of any of these optional accessories. However, for extra convenience and special use you may wish to consider these attachments:

- ☐ #423 Telephone Adapter(s) @ \$9.00
- ☐ #424 Dual Earphone(s) @ 15.00
- ☐ #426 Foot Control(s) @ 10.00
- ☐ #427 Tiny Secret Microphone(s) @ 20.00
- ☐ #429 Patch Cord(s) @ 1.50
- ☐ #430 Tape(s) @ 3.50
- ☐ #331 Shockproof carrying case @ 10.00
- ☐ #332 Conference Unit(s) @ 10.00
- ☐ #340 Private listening device(s) @ 2.00
- ☐ #345 Service Policy @ 6.00

IMPORTANT NOTE: Above accessories sent on same 15-day Free Trial as Memocord—BUT PAYMENT COVERING THEIR COST MUST ACCOMPANY ORDER. Immediate Refund Guaranteed, If Not Satisfied.

Write Amount Enclosed

\$

Mr. Richard A. Jasper, Norfolk-Hill, Ltd.
35 Ninth Ave. New York, N. Y. 10014

Fully Tax Deductible

If purchased for and used primarily in your business or profession.

Ship immediately

Write How Many	
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 complete MEMOCORD unit(s) for 15-DAY FREE use, without purchase obligation. If not delighted, we'll simply return the unit(s) in which case, we'll owe nothing, pay nothing. Otherwise, we pay your bill @ \$69.95 (plus shpg-handlg.) without delay. Memocord outfit includes tape, reels, batteries, complete instructions, illustrated guide. . . and, if our order is received within Ten Days, we also receive the \$10.00 shockproof carrying case. *Terms available to executives and professionals only, offer rescinded without notice.*

NAME		
<input type="checkbox"/> BUSINESS		
<input type="checkbox"/> INDIVIDUAL		
ADDRESS		
<input type="checkbox"/> BUSINESS		
<input type="checkbox"/> INDIVIDUAL		
CITY	STATE	ZIP CODE
<input type="checkbox"/> CHECK HERE if you wish to pay extra for AIR SHIPMENT.		Please Print



CHECK HERE FOR FREE DELIVERY, FREE EXTRAS, FASTER HANDLING!

If you enclose payment now, thus saving us considerable time and bookkeeping costs, we pay all regular shipping, handling and insurance costs. *You* get faster delivery. Also for prompt payment-with-order, you receive, FREE, Three-Year

Warranty & Service Policy . . . *PLUS THESE FREE EXTRAS:* \$10.00 Combination pick-up-speaker unit for conference use; \$2.00 miniature private monitoring device. *15-DAY TRIAL with immediate refund if not satisfied.*

MDb

Charge my Diners' Club Account # _____

Charge my American Express Account # _____

Signature



**Keep and use my new
MEMOCORD for 15 Days ...**

FREE. If it doesn't give you a "push-button" memory and save (or keep you from losing) at least \$500, send it back at my expense! Pay nothing. Owe nothing. You send no money unless delighted!

Richard A. Jasper



New Improved 1966 DeLuxe Model III
U. S. Patent #D-196.514

Dear Executive:

The man in the picture is "nailing the lid shut" on an important assignment. Days, weeks, even months later he will know what was said at this meeting, who said it, and what was expected of him. All this is possible because he used the ingenious new MEMOCORD -- the world's smallest electronic voice recorder.

MEMOCORD is so small it fits the palm of your hand, yet so big in performance it puts to shame recorders three times its size and twice its cost! But don't take my word. I've instructed our sales department to make available to you a brand-new "executive demonstrator" of this European-made precision unit for a 15-day free trial.

However, with only 300 units on hand, I must ask you to act promptly if you want to obtain this miniature marvel. You risk nothing in sending for it, because if not completely sold on the MEMOCORD, you need only return it to us.

MEMOCORD is a little wonder. Not too much larger than a deck of cards, it combines a built-in microphone and speaker in one compact unit weighing less than 12 ounces. And it's very simple to operate. Just press a red button and speak into the microphone ... you can record for up to one hour on a single reel of tape. Then press a white button and listen to the playback. A step-by-step instruction booklet comes with each MEMOCORD ... to help you put it right to work.

Use MEMOCORD to Get More Work Done Faster in the Office, on Business Trips, Even at Home

MEMOCORD is just about the greatest time-and-work-saver you've ever seen. It does everything large tape recorders do ... and more. With MEMOCORD, you don't need the services of a stenographer ... you don't need to spend time typing up lengthy reports or memoranda ... you don't need to take hand-written notes of telephone conversations. MEMOCORD puts it all on tape, assuring you of a 100% accurate record of what was said, and by whom.

over, please ...

This mighty mite is the last word in convenience, too. It goes where you go, ready to use at a moment's notice. Take it into a business conference, or out to a luncheon meeting. Slip it into your briefcase when you take work home at night. Carry it with you on business trips, and make use of it enroute (the Federal Aviation Agency has no objection to MEMOCORD'S use in aircraft). You get the same excellent results with MEMOCORD wherever you use it. It's the first completely mobile executive recorder.

Since MEMOCORD operates on two standard batteries, you don't have to worry about electrical wires and outlets. It is sturdily built, takes hard use without damage ... no need to handle it like a piece of porcelain china.

Just glance at the enclosed circular, if you will. Here you'll see what MEMOCORD looks like, how it operates, and the many jobs it can do.

You Can Test MEMOCORD Completely at Our Expense

Your 15-day trial will persuade you, I think, that MEMOCORD is a product of exceptional quality and a very good buy at \$69.95 (no extras). That's why I don't ask you to buy MEMOCORD without first giving it an extended trial run in your office. MEMOCORD will come to you in its attractive carrying case, and I suggest that you compare it with any recorder -- however big or expensive -- for audio quality, ease of operation, and convenience in use. And, if you don't agree that MEMOCORD wins the comparison hands down, don't buy it. Just return it to us and put the matter out of your mind.

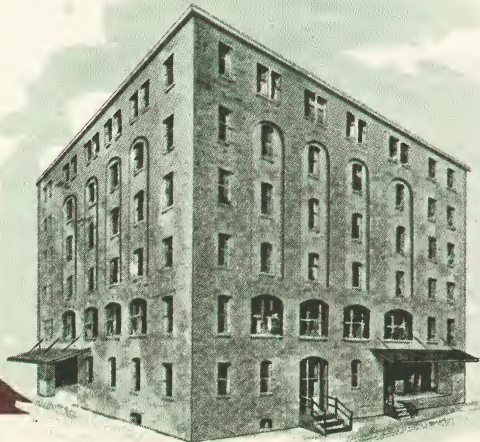
Please note: In the event that you buy this recorder, you are fully protected by our full three year Warranty and Service Policy. Under this Plan your MEMOCORD will be repaired and/or adjusted at no charge whatever (even if subjected to unwillful misuse) as shown on the enclosed sample Warranty.

If you will just return the enclosed "executive demonstration" certificate I will send the MEMOCORD to you promptly for your free 15-day trial (no purchase obligation whatever).

Sincerely yours,

Richard A. Jasper

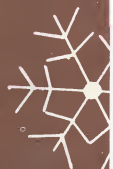
NORFOLK-HILL, LTD.



NORFOLK-HILL, LTD.
35 Ninth Avenue, New York 14, N. Y.



*For the executive
who "has everything",*



You're in good company...Here are a few of the distinguished business firms and executives now enjoying Memocord's "push-button" memory...

John H. Brook, Mgr.
PERSONNEL & SAFETY DIV.
YELLOW CAB CO.
245 Turk St.
San Francisco, Calif.

NATIONAL DYNAMICS CORP.
220 E. 23rd St.
New York, N. Y.

W. J. Gross
PERMACEL
New Brunswick, N. J.

Mr. E. V. South, Director
Purchasing & Asst.
MERCEDES-BENZ
SALES, INC.
635 South Main St.
South Bend 27, Ind.

THE MAYTAG CO.
Newton, Iowa

GENERAL MILLS, INC.
9200 Wayzata Blvd.
Minneapolis, Minn. 55440

KIMBERLY-CLARK CORP.
Niagara, Wisc.

E. I. DU PONT
DE NEMOURS & CO., INC.
Seaford, Delaware

NATIONAL
CASH REGISTER CO.
Dayton, Ohio
Reuben L. Smith
ALLIS CHALMERS MFG. CO.
Box 512
Milwaukee, Wisc.

Mr. R. O. Johnson
Diamond Crystal Salt Co.
916 So. Riverside
St. Claire, Mich.
WARNER LAMBERT
PHARMACEUTICAL CO.
201 Tabor Rd.
Morris Plains, N. J.

PITTSBURGH PLATE
GLASS CO.
P. O. Box 31

Barbarton, Ohio
Mr. R. R. Moore
I.T.T. BELL &
CROSSETT INC.
8200 N. Austin Ave.
Morton Grove, Ill. 60053

Harriet Keeney
SCOTT PAPER CO.
International Airport
Phila., Pa. 19113

W. H. Greenbaum
ZENITH RADIO CORP.
6501 W. Grand Ave.
Chicago 35, Ill.

J. E. Cunningham
UNIVAC
10924 Ave. "J" East
Grand Prairie, Texas

Arthur C. Nigro
CELANESE FIBERS CO.
522 5th Ave.
N. Y. C.

Mr. J. Fletisher
MERICK SHARP &
DOHME INTL.
100 Church St.
N. Y. C.

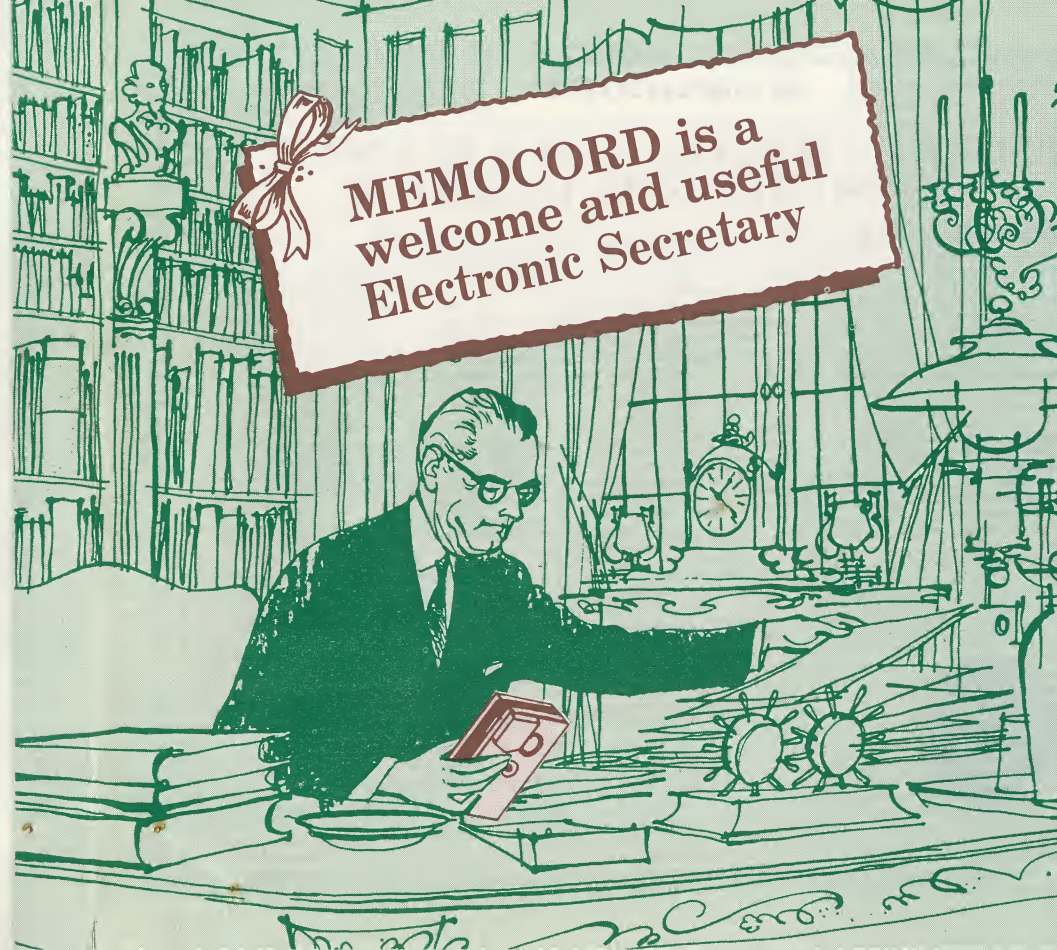
THE BUDD CO.
Automotive Division
12141 Charlevoix Ave.
Detroit, Mich. 48215

DAVID E. GRAY
BLTMORE CONSTRUCTION CO.
1055 Ponce De Leon Blvd., Belleair
Clearwater, Fla. 33517

Wm. M. Minto
ARMO STEEL CORP.
P. O. Box 1367
Houston, Texas



MEMOCORD is a
welcome and useful
Electronic Secretary



ORDER WITH CONFIDENCE

SEND NO MONEY! Make no decision to buy until after **FREE 15-Day Trial**. However, if you enclose payment with order (thus reducing bookkeeping expense), you receive, **FREE**, \$6. Three-Year Warranty & Service Policy plus free delivery and other extras.

MEMOCORD

THREE-YEAR WARRANTY AND SERVICE POLICY

COMPLETE WARRANTY: For period of three years, the MEMOCORD unit is warranted to be free of defective materials and/or workmanship. This warranty includes all components, whether mechanical, electrical or stationary. Furthermore, this MEMOCORD is guaranteed to perform as advertised, in every particular and to the complete satisfaction of owner. In the event MEMOCORD, or any part thereof, or workmanship therein, shall prove defective; or in the event MEMOCORD's performance is inadequate; then, within a period of three years from the date of purchase, the unit will be repaired or replaced (at the seller's option) without charge — provided, however, that the MEMOCORD and accessories shall have been delivered to authorized MEMOCORD Service Center. Warranty does not cover battery damage or damage resulting from accidental or willful misuse.

COMPLETE SERVICE POLICY: In addition to above warranty and for a like period of three years, a registered MEMOCORD owner shall be entitled to complete repair and/or replacement service, without limit and without cost, excepting repairs and/or replacements necessitated by battery leakage, damage in transit, obvious and willful misuse. This service policy also provides for free yearly lubrication, adjustment and overhaul. Unit must be delivered to authorized service centers as directed on reverse side.

EXCLUSIONS: At the option of the seller, any of the above-stated warrantees, guarantees and promises may be completely fulfilled by issuance of a CASH REFUND to the registered MEMOCORD owner, evenly pro rated on the basis of three-year warranty period. In the event seller elects to issue this cash refund, he shall be relieved of any and all obligations under the terms of this warranty and service policy.



Richard A. Jasper

NORFOLK-HILL, LTD.

SPECIMEN COPY

B U S I N E S S R E P L Y M A I L

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

Postage will be paid by:

NORFOLK-HILL, LTD.

35 9th Avenue

New York, N. Y. 10014

FIRST CLASS

Permit No. 30473

New York, N. Y.